Pitch to younger generation / marketing approach

Draft Script:

**What**

* Introduction to XVI
* Purpose
* Passion

**Who**

* Designed specifically for the elderly
* We are marketing to the younger generations as they are the ones that will get their elderly signed up and using the application
* Launching: XXX ?

**Why**

* COVID 19 has disconnected so many from their loved ones…. ☹

**How**

* We will “pitch” to the younger generation and inform them, it’s essentially up to them to get them onboard
* Incorporate programs and software used throughout introduction
* Comparison to main chat apps (fb messenger, skype, whatsapp, Microsoft teams, zoom)

*Notes: Social care chat that solves a disconnect between the elderly and their loved ones*

**What:**

* Go into app details

**When**

* Call to action
* Links
* Elderly awareness
* Sentimental touch!!!